

## CUT PRICES ON DRUGS

	Reg. Price.	Our Price.
Borden's Malted Milk, Hosp.	\$3.75	\$3.00
Borden's Malted Milk	1.00	.75
Nestle's Food, Hosp.	2.50	2.00
Mellin's Food	.75	.65
Lactine	1.00	.80
Peruna	1.00	.80
Pierce's Pessette Prescription	1.00	.85
Pierce's Golden Med. Dis.	1.00	.85
De Witt's Kidney Pills	1.00	.85
De Witt's Kidney Pills	1.00	.85
Lydia Pinkham's Comp.	1.00	.85
Wine of Cardui	1.00	.80
Colgate's Toilet Powder	.15	.10
Ampones, Iron, Arsenic and Strich.	1.25	.65
Veronica Water, large size	.75	.50
Colgate's Tooth Paste	.25	.20
Colgate's Shaving Soap	.10	.05

The above prices are good every day in the week, for cash only

WATCH OUR WINDOWS FOR OTHER GOODS AT CUT PRICES.

SEND US YOUR MAIL ORDERS. WRITE US FOR PRICES ON ANYTHING IN THE DRUG LINE.

## THE OWL DRUG COMPANY

PHONE 34 COR. GOLD AVE. AND SECOND ST.

MIDDLE VALLEY  
FOLKS FEEL GOOD  
OVER PROSPECTS

Nobody With a Grouch Is to Be Found Anywhere Around Eddy and Chaves Counties; Everything Looks Fine.

(SPECIAL CORRESPONDENCE TO MORNING JOURNAL) Artesia, N. M., Oct. 29.—Perhaps it is because Eddy county was a good year at the state fair, perhaps it is just because the tinkle of fall puts a "kick" in the blood, and perhaps it is just because the tinkle of fall puts the business men of the middle valley are more optimistic at present than they have been for many months over the conditions of this section of New Mexico. There are summer crops for the farmer, the fruitfulness and the stock known to be seen on every hand, and most of it is sold at good prices. Diversification of crops is claiming the attention of more and more land owners on the mesa slope, and it is confidently expected that in a few years more no hay or grain will be raised for shipment, but all feed crops will be taken up at home and a double profit taken by the farmer.

J. E. Robertson, cashier of the First National bank, said today that he considered the business better than at any time within the past three years. "It is 25 per cent better than a year ago," Mr. Robertson said, and there is every indication of a further increase. The several hundred cars of apples shipped from Artesia and Hope this year brought real cash into the country, and the banks and the business men in general are feeling the effects of the ready sale of our fruit found in the market cities. The slump

in alfalfa has passed. The jump in the price of cottonseed meal, cake, from \$25 last year to \$33 this year, has caused a rise in the price of alfalfa, and that not only makes everyone feel better but brings more money into the valley. I think we have a most prosperous year ahead of us. "Business is certainly good with us," said B. Rowan, vice president of the First State bank of Artesia. "And I am sure it will continue to improve. We are having the greatest success possible with our plan to interest the farmers of this section in good livestock. This week we shipped in two cars of high grade hoppers and they were bought by one man within a half hour after they were out of the cars. If we can fill this country up with good cattle to eat up the hay and grain we raise it will double and triple the profits of every farmer who engages in the business."

FAMOUS SCIENTISTS  
SEE STATE BUILDING

(SPECIAL CORRESPONDENCE TO MORNING JOURNAL) Santa Fe, Oct. 30.—Thomas A. Edison, Luther Burbank and Henry Ford visited the New Mexico building at San Diego on Thursday. Other distinguished visitors were Mrs. Anna A. Gordon, national president, and Mrs. Francis B. Parker, national secretary of the Woman's Christian Temperance Union, and twenty-five other prohibition workers, who were especially interested in the historical and archaeological display.

The New Mexicans who registered were J. P. Brennan, R. D. Borchard, Albuquerque; Frank R. Birmingham, Fort Sumner; W. Trumbull, Albuquerque; J. A. R. Edman, Manzanillo; P. P. Elbert, Flora Vista; Charles Peto, Santa Fe.

Official Enforcing Economy  
Santa Fe, Oct. 30.—C. Satterfield, chief of accounts in the department of justice, is in the west visiting the federal courts with a view of enforcing greater economy by cutting down the staffs of United States marshals and eliminating unnecessary expenses often incurred in taking prisoners to United States prisons or to court to be tried. At Los Angeles the force of United States Marshal Walton was cut to three deputies to take the place of six special deputies, two bailiffs and one clerk. The three deputies will each receive \$100 a month.

ENLOE CRITICISES  
AMERICAN HOME  
FOR ITS LAXNESS

President of Silver City Normal Tells Local Teachers Mothers Are Too Busy With Club Life Nowadays.

Criticism of the American mother, for failure to give to her children the time she has been giving to clubs and other outside activities and social sharp criticism of the American home, for shoving off onto the school the responsibility of teaching domestic science, manual training and the like, were the features of the principal address delivered at yesterday's meeting of the Bernalillo County Teachers' association, where President E. L. Enloe, of the Silver City Normal school, was at once the principal speaker and the guest of honor.

Professor Enloe's address came near the close of an attractive and interesting program of recitations, musical numbers and other features. It was technical in a degree but full of interest to the teachers. Dr. Enloe dealt particularly with the recitation period of classroom schedules, which he declared was the most important period of the day's routine. The teacher's mind met the minds of her pupils there, he said.

"Heart Side" Stressed.  
The Silver City Normal emphasized the "heart side" of teaching, declaring that no teacher whose heart was not in her work could accomplish results worth while. He also brought out the lesson that achievement must be paid for in effort and patience. He favored a broad education for teachers, declaring that such should know much more than they are taught.

Dr. Enloe declared that the school, the church and the home were the three great educative influences and that all were run by women. "At least," he continued, "my home is." He urged the closest sort of co-operation between school and home and declared that the school must perform many duties which years ago were performed by the home.

Emphasizes English Work.  
English teaching, especially the teaching of proper expression, was declared to be the most difficult subject for the average teacher, and Dr. Enloe announced that his school shortly would place a specialist in charge of this branch of the English department, that teachers might be fitted to teach it more thoroughly.

Dr. Enloe declared that after a careful examination of the exhibits at the Panama-Pacific exposition he was unable to see that Mexico was not keeping up with the procession. "He was echoed in this pronouncement by Superintendent A. Montoya, who asserted that he did not believe it would be possible to find a case of illiteracy among persons between seven and fifteen years of age in the valley section of the county, census reports of 1914 to the contrary notwithstanding.

The Program.  
The association will not meet again until the first of the year. The program yesterday was as follows: Piano Solo—Galep de Concert.  
Misses Frances and Cella Murphy, Paper—"Possibilities of the Rural Schoolroom."  
Mrs. Reta B. Matthews, Discussion—Miss Mabel Hutton Reading—"Virginia's Fate."  
Miss Beatrice Armida, Paper—"Standard English."  
Miss Gertrude Espinosa, Discussion—Miss Helen V. Kimball Address—Dr. E. L. Enloe, President, New Mexico Normal School, Silver City.

Vocal Solo—"In the Land of Beulah Dreams"—W. J. Peters.  
Miss Lillian Yrizarri, Address—Hon. Alvan N. White, Superintendent of Public Instruction.  
Piano Solo—Hungarian Rhapsody—Liszt.

Miss Rosalie With.  
A brief address, explaining the methods of the Zener system of penmanship, recently adopted for New Mexico, was made by Miss Brodowsky, a demonstrator of the system.

TWITCHELL BACK FROM  
SAN DIEGO; SAYS FAIR  
SHOULD BE KEPT OPEN

(SPECIAL CORRESPONDENCE TO MORNING JOURNAL) Santa Fe, Oct. 30.—Col. Ralph E. Twitchell returned last night from a trip to San Diego, Phoenix and Tucson. He found enthusiasm everywhere for keeping the San Diego fair open next year and declares it a pity that lack of financial resources does not permit the New Mexico building to remain on the grounds after New Year.

When Colonel Twitchell arrived he found another telegram urging him to attend the banquet for President Ripley, of the Santa Fe, in honor of his seventieth birthday celebrated today. Like the dinner of the women's board of trade held here last week, the Ripley banquet is a "home products" affair. A refrigerated car starting in California, packed with oranges, lemons, grapefruit, pines and even cactus from the desert, and other products of the southwest, including New Mexico "trifles," to be used in the banquet.

## Santa Fe Personals.

(SPECIAL DISPATCH TO MORNING JOURNAL) Santa Fe, Oct. 30.—Bank Examiner R. H. Carter has decided to bring his family to Santa Fe from Tucson and today rented an apartment in the Sturtevant block, opposite the federal building.

Salomon Spitz, jewelry manufacturer and jeweler, today moved from the stand on the south side of the plaza he has occupied for many years, to the adjoining Masonic block, which has just been renovated at a cost of \$14,000. McCintock & Wright, clothing merchants, on Monday will move from the Catron block to the Masonic block. A motion picture enterprise is figuring on moving into the store room vacated.

Alfalfa Destroyed by Fire.  
Santa Fe, Oct. 30.—The insurance department today received word of a \$6,000 fire in the Mesilla valley, the hay barn of Henry Fitch with 150 tons of alfalfa being destroyed by the flames at Dona Ana. The barn was one of the largest in the southern part of the state. The insurance is \$2,500. It is not known how the fire started.

CHARITIES DAY  
TO BE OBSERVED  
ON NOVEMBER 9

Civic Betterment League Makes Appeal to People of Albuquerque to Support Movement for Benevolence.

The Civic Betterment League, after a year's successful work in demonstrating the feasibility and the advantage of organized charity work, has decided to make an appeal to the people of Albuquerque to supply the necessary funds to keep up the work that has already been begun and to widen the scope and usefulness of the organization's plans. The following statement was issued yesterday from the headquarters of the league:

"Had anyone proposed a community solicitation for the raising of more money for public purposes in Albuquerque this fall, the suggestion would have been met with almost the life of the man who made it—that is, if the object had been more public buildings or more public housing. But Albuquerque will not regard the plans now formulating to finance an adequate basis for the organized charity work of the city as requested by the charities department of the Civic Betterment league.

"There may be a few people in Albuquerque who do not yet know exactly what the Civic Betterment league is. For the benefit of any such people, we would state that it is a voluntary organization of men and women who have the welfare of the community at heart, and who felt that in such an organization there would be created an agency that could in many desirable lines serve the interests of the whole people. The organization resulted from a representative meeting held about a year ago, to which had been invited delegates from practically every civic, fraternal and philanthropic organization found in the city. Their way to form a working body in which all elements of the community could co-operate for the accomplishment of things which no existing organization could undertake alone. The league is composed of two departments, civic and charity. The civic department has in the first year of the league's existence undertaken but few enterprises, but to those few undertakings it has been effective. There is a broad field for the activities of this department should be undertaken that the league's program is one of constructive work rather than reform.

Charity Main Feature.  
"The main activity of the league in this initial year of its existence, has been through its charities department. This department has undertaken to do the work of an associated charity organization. This is the department and this is the work which the league is asking the citizens of Albuquerque at this time to finance.

"It goes without saying that every community the size of Albuquerque has its charity problem. And it requires only a moment's reflection to realize that that problem is for Albuquerque a peculiarly heavy and difficult one. We have what every city has, our own poor. And we have besides, the stranger. Even when he is in good health, he needs appeals when he is stricken in a country like this, of great distances, sparse population and more or less desolate conditions for the wayfarer. How much more appealing his case when he is sick! And he need not be said that the stranger is Albuquerque's peculiar problem.

Now there are just two ways of administering the work of charitable relief, the haphazard way and the organized way. Of the two the former is not only the less efficient, it is also the more costly. It is less efficient in that it involves impotence, involves duplication of relief, and utterly fails to find and attend to the cases that are often the worst as well as the neediest. And it is more costly because the money that is given is not followed with personal supervision, and hence no correctional process is introduced that would tend to heal the need at its source. The facts all tend to become chronic 'repeaters.' Not only on grounds of sentiment, but on grounds of economy, therefore, the Civic Betterment league has a right to look to the community for support in its program of organized charity. Every citizen of Albuquerque owes a debt to the men and women who have undertaken to study this problem, who have evolved a plan of administration that is comprehensive, scientific and economical, and who have had the faith and courage to go ahead with the application of their plans.

City Has Helped.  
"The league has been provided with an office free of charge in the city hall, and the city has made a monthly appropriation of fifty dollars to its work. It employs a competent secretary in the person of Mr. L. C. Reed, who gives all his time to the work, and an organized and is now maintaining at Third and Mountain road an institution for shelter and care for such poor sick as can not be cared for in any other way. In personal charge of this tent colony Mrs. Corn H. Sweet, a trained social worker, is also to devote part of her time to work as a visiting nurse. In an upstairs room at 128 West Gold there has been opened a receiving station for second-hand clothing, food, goods and household goods, which after thorough examination are through a committee distributed as needed. It will be seen that the league is a going concern. Its work this first year has been carried on upon a very meagre income, but the report of cases on file at the office speaks eloquently both for the value of its operations and the efficiency with which they have been conducted. Those who have paid the least attention to the reports of its work as published from time to time have been impressed with the fact that Albuquerque has now in successful operation a charity organization whose methods are as businesslike as its purposes are beneficent.

That Albuquerque appreciates this fact is shown by the action of ten citizens who have subscribed \$250 each to cover the year's budget for overhead expense. And this fact insures that of least until next May not one cent of the money that is now being sought will go to pay salaries or any other purely administrative costs.

On Tuesday, November 9, one hundred men, volunteer workers, will make a house-to-house canvass of the

OPPORTUNITY AND  
THE BANK ACCOUNT

Opportunity takes off its hat to the man with a Bank Account. Opportunity is ready for the man, woman or child who is ready for it. The ash-barrels of history are full of people who were unprepared for Opportunity when it came their way. Have you the cash to avail yourself of opportunity when it comes your way? Why not open an account with us now?

## THE CITIZENS BANK

Hours 10 a. m. to 3 p. m.

We pay 4 per cent interest in our Savings Department or (Certificate of Deposit)

## PREPARE FOR BUSINESS

An excellent position, rapid advancement, ultimate success await you when you are efficiently trained for business.

The A. B. C. Free Employment Bureau is unable to supply all the demands made upon it for qualified office help.

## Enroll November 1

At the opening of the EARLY WINTER TERM in either Day or Evening School for a course in

Commercial Teaching  
Court Reporting  
Secretarial Studies  
Civil Service  
Banking  
Bookkeeping  
Stenography  
Accountancy  
Business Spanish  
Special Penmanship  
Telegraphy

The success of its graduates is the best evidence of the efficiency of the courses of instruction. EVERY GRADUATE PLACED IN A GOOD POSITION.

J. E. GODELL, Manager. W. J. McDONALD, Principal

## Albuquerque Business College

"THE SPECIAL SCHOOL BY SPECIALISTS."

now what part you shall have in such a good work, and give what you give with a royal good will.

"Yours, in behalf of the poor, and suffering."

"CIVIC BETTERMENT LEAGUE."

"See Scheer and Save Money."

## Two Stores

IN ONE

OUR STORE AT 314 SOUTH SECOND STREET is completely stocked with an up-to-date stock of furniture from the best eastern factories and JUST ACROSS THE STREET FROM OUR MAIN STORE is another "scheer store" filled and running over with

Slightly Used Furniture at Bargain Prices

We Specialize on Homefurnishings to Meet  
the Requirements of the "Average Home"

We sell homefurnishings ranging from the lowest-priced which are worthy, to the very finest and most elaborate made. It is the MEDIUM grades on which we specialize. The "Average Home" does not call for elaborate and costly furnishings and the lowest-priced furnishings are not good enough. It is the medium grades which are required—homefurnishings that are well made from durable, serviceable materials; that are neat, attractive, and in good taste; not the most expensive and not the lowest-priced. Our extensive stock consists largely of this type of homefurnishings. We realize that there are many who know that it is to their advantage to buy the grade of homefurnishings on which we specialize, but find it inconvenient to pay cash in full. Our arrangement for Deferred Payment accounts offers the solution to the problem. Our terms are not over conservative nor are they sensationally liberal. They have been adopted to meet the requirements of the average customer. If yours is an "Average Home" and you have new furnishings to buy you should make it a point to become acquainted with this store which specializes on your needs.

WE WILL BUY YOUR OLD FURNITURE FOR CASH OR EXCHANGE NEW FURNITURE FOR OLD.

## Scheer Furniture Company

314 SOUTH SECOND STREET.

PHONE 431.

## THE GRIP THAT HOLDS

THE scientific shaping of the Firestone Non-Skid tread insures that you get all your money out in actual service.

Right-angled against skid in any direction, this massive good-measure tread affords maximum safety as well as multiplied mileage. And only the powerful Firestone body could sustain the bulk and holding strain of the Firestone Non-Skid tread.

All this good-measure building is part of the Universal Service of Firestone Tires for any demand of road or season.

QUICKEL AUTO & SUPPLY CO.

513-515 WEST CENTRAL

Albuquerque, N. M.

Firestone Net Prices to Car Owners				
	Cash	Cash	Cash	Cash
30x33	\$9.40	\$11.55	\$12.20	\$12.50
30x35	11.00	13.25	14.00	14.50
32x35	13.75	15.00	16.00	16.50
34x35	19.00	22.25	23.00	24.00
34x37	27.00	30.25	31.00	32.00
36x37	28.75	32.15	33.00	34.00
36x39	35.75	39.25	40.00	41.00
38x39	46.00	51.00	52.00	53.00

Firestone  
NON-SKID TIRES